



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 326416

Schedule Dates 08/11/12-08/16/12

Advertiser Pol/B Obama/D/PreUS (16256)

Agency Greer, Margolis, Mitchell & Associates (2890)

Product Political - Federal Candidate (1067)

Brand 1596 SKED B (134936)

Salesperson Telerep/Philadelphia
Telerep/Philadelphia (1057)

Buyer Name BASSETT, LAURA

Phone/Fax /

CPE 95/10/1/1596

Account Types National/Political

Billing Type Standard

Comments OBAMA SKED B
OBAMA FOR AMERICA - SCHEDULE B

Date Entered	08/10/12
Last Modified	08/10/12
Entered By	Jill Hipskind
CO-OP	No
Headline #	06272874
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$8,531.25
Net Total	\$48,343.75
Sales Tax	

Charlotte (WSOC)	By Broadcast Month	Spots	Rate
Aug. 2012	47	\$56,875.00	
Grand Total:	47	\$56,875.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	10A- 11A (EST)	2	X	X	X	X				2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR. PHIL LTC:9/7/12	8/10/12
2.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	11:35P- 12:02A (EST)	4	X	X	X	X				4	\$1,000.00	\$4,000.00	Charlotte (WSOC)	NIGHTLINE	8/10/12
3.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	10:58A- 12P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	THE VIEW	8/10/12
4.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	12:05A- 1:05A (EST)	2	X	X	X	X				2	\$350.00	\$700.00	Charlotte (WSOC)	JIMMY KIMMEL	8/10/12
5.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	12P- 1P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/10/12
6.0	Normal Line / Spot	08/13/12-08/16/12	5	:30	4P- 5P (EST)	1	X	X	X	X				1	\$825.00	\$825.00	Charlotte (WSOC)	DR. OZ	8/10/12
7.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	5A- 5:30A (EST)	4	X	X	X	X				4	\$600.00	\$2,400.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/10/12
8.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	5P- 5:30P (EST)	4	X	X	X	X				4	\$1,700.00	\$6,800.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/10/12
9.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	5:30A- 6A (EST)	4	X	X	X	X				4	\$650.00	\$2,600.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12
10.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	5:30P- 6P (EST)	4	X	X	X	X				4	\$1,800.00	\$7,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/10/12
11.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	6P- 6:30P (EST)	3	X	X	X	X				3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/10/12
12.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	6:30A- 7A (EST)	2	X	X	X	X				2	\$4,000.00	\$4,000.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Sales Office BASSETT, LAURA
Buyer Name /
Phone/Fax 95/101/1596
CPE Account Types National/Political
Billing Type Standard
Comments OBAMA SKED B
OBAMA FOR AMERICA - SCHEDULE B

Contract # 326416

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Jill Hipskind
CO-OP No
Headline # 06272874

Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission
Net Total \$8,531.25
Sales Tax \$48,343.75

By Broadcast Month		Spots	Rate
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	6:58P- 7:30P (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12
14.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	7A- 8A (EST)	2	X	X	X	X				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/10/12
15.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	7:30P- 7:56P (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	8/10/12
16.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	8A- 9A (EST)	2	X	X	X	X				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/10/12
17.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	9A- 10A (EST)	2	X	X	X	X				2	\$600.00	\$1,200.00	Charlotte (WSOC)	REGIS	8/10/12
18.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	12P- 12:30P (EST)							1	1	\$550.00	\$550.00	Charlotte (WSOC)	EWTNNS NEWS	8/10/12	
19.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	6A- 8A (EST)							1	1	\$700.00	\$700.00	Charlotte (WSOC)	SATURDAY AM NEWS	8/10/12	
20.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	6A- 8A (EST)							1	1	\$700.00	\$700.00	Charlotte (WSOC)	SUNDAY AM NEWS	8/10/12	

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Date:

Accepted-Station:

Date:

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REP HEADLINE# 6272874
REP ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
AUG10/12 13:4
*** WSOC-TV ***

ADV # <u>7678</u>	ADV. NAME <u>POLI/B OBAMA/D/PRE/US</u>	REP. # _____	OFF. # <u>220</u>	SALESMAN # _____
AGY # <u>2890</u>	AGY. NAME <u>GREER, MARGOLIS, MITCHELL</u>	BUYER NAME <u>LAURA BASSETT</u>		
		3050 K ST NW,		
		WASHINGTON, DC 20007		
ORDER # _____	CONTRACT # <u>6272874</u>	CLASS: NATL.	LOCAL	REGIONAL
PRDCT <u>OBAMA SKED B</u>	EST# <u>1596</u> COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES <u>AUG11/12</u>	<u>AUG16/12</u> WK-1			
CITY TAX _____	STATE TAX _____	CO-OP BILLING NEEDED		
REP:				

TO JILL
FR JARED
NEW OBAMA ORDER - SKED B
TOTAL \$56875
PLS CNF THANKS

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA - SCHEDULE B

: LINE#:	REP :	CD:	TIME	PERIOD	:	LGTH :	SEC :	RATE :	START :	END :	SPTS:	WEEK :	DAYs :	TOTL:	:SPTS:
: LINE#:	:	:	:	:	:	:	:	:	DATE	DATE	:	/WK:	INVT	:	
AGENCY	ADVERTISER CODE = 95	AGENCY	EST# = 1596												
AGENCY	PRODUCT CODE = 101														
1	1100P-1135P	30	\$3,500.00	8/11	8/16										
PROGRAM :	EYEWITNESS NEWS	11P													
CON COM1:	EYEWITNESS NEWS	11P													

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SA, M-TH
O

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